

Claims 1-24 cancelled.

1        25. (Currently Amended) A pressure sensitive label for application to a battery having  
2        a cylindrical case with opposite end caps, said label having a first dimension measured in a first  
3        direction between side edges and a second dimension measured in a second direction between  
4        end edges, said first dimension being such as to accommodate the wrapping of said label around  
5        the cylindrical case of said battery with the side edges of said label in an overlapping  
6        relationship, said second dimension being such as to accommodate the overlapping of the end  
7        caps of said battery by the end edges of said label, said label comprising a composite of multiple  
8        layers including:

9                  a polymeric film having a thickness of between about 0.01 to 0.05mm and a  
10                 stiffness in one of said directions of between about 1 to 20 grams, said  
11                 film being dimensionally stable at temperatures below an onset shrinkage  
12                 temperature of at least about 75°C and being thermally shrinkable only in  
13                 said first direction with accompanying growth in said second direction  
14                 when heated to temperatures at or above said onset shrinkage temperature;  
15                 indicia interposed between adjacent layers of said label, said indicia being  
16                 visible through a top surface layer of said label; and  
17                 a pressure sensitive adhesive defining the bottom surface of said label and  
18                 comprising another of said layers.

1        26. (Cancelled)

1        27. (Previously Amended) The label of claim 25 wherein said film is polystyrene.

1        28. (Previously Amended) The label of claim 25 wherein said film is selected from  
2        the group consisting of polystyrene, polypropylene, polyethylene and polyester.

1           29. (Cancelled)

1           30. (Previously Amended) The label of claim 25 wherein the thickness of said film is  
2    between about 0.02 to 0.04 mm.

1           31. (Previously Presented) The label of claim 30 wherein the thickness of said film is  
2    about 0.03mm.

1           32. (Cancelled)

1           33. (Previously Amended) The label as claimed in claim 25 wherein said stiffness is  
2    between about 2 to 10 grams.

1           34. (Previously Amended) The label of claim 25 wherein said indicia is printed on an  
2    upper surface of said film.

1           35. (Previously Presented) The label of claim 34 wherein said pressure sensitive  
2    adhesive is applied to a lower surface of said film.

1           36. (Previously Presented) The label of claims 34 or 35 wherein said indicia is  
2    covered by a transparent second film adhered to said indicia by a second layer of pressure  
3    sensitive adhesive.

1           37. (Previously Presented) The label of claim 36 wherein said second film is  
2    thermally shrinkable only in said first direction with accompanying growth in said second  
3    direction at temperatures above said onset temperature.

1           38. (Previously Presented) The label of claim 36 wherein said first mentioned film  
2    and said second film are formed from the same polymeric material.

1           39. (Previously Presented) The label of claim 36 wherein the thickness of said first  
2 mentioned film is greater than the thickness of said second film.

1           40. (Previously Amended) The label of claim 25 further comprising an opaque layer  
2 adhered to the upper surface of said pressure sensitive adhesive, said film being adhered to said  
3 opaque layer by means of a transparent second pressure sensitive adhesive layer, with said  
4 indicia being interposed between said opaque layer and said film.

1           41. (Previously Presented) The label of claim 40 wherein said indicia is printed on a  
2 top surface of said opaque later.

1           42. (Previously Presented) The label of claim 40 wherein said indicia is printed on a  
2 bottom surface of said film.

1           43. (Previously Amended) The label of claim 25 wherein said film comprises the top  
2 layer of said label.

1           44. (Previously Amended) The label of claim 25 wherein said indicia is printed on a  
2 top surface of said film, and wherein said indicia is covered by a transparent protective coating  
3 comprising the top layer of said label.

1           45. (Previously Amended) The pressure sensitive label of claim 25 wherein said polymeric  
2 film has a relatively low residual shrink force as compared to that effecting primary shrinkage during  
3 label application.

- 1           46. (Previously Presented) The pressure sensitive label of claim 45 wherein said polymeric  
2       film undergoes residual shrinkage of less than about 2% when heated to temperatures below said onset  
3       temperature.